

**AGENDA ITEM:** Public Awareness

**GENERAL OVERALL PROGRAM UPDATE:**

**BACKGROUND:**

At the June 2001 Board meeting, the Ad Hoc Public Awareness Committee discussed a number of options for increasing public awareness of the Library of California and its programs and services. Resulting from that discussion was concurrence on several activities for the Committee to support.

1. Organizing a booth at the California School Library Association/California Library Association annual conference exhibits to be held in Long Beach, October 31 through November 5, 2001, and
2. Revision of the brochures and other materials about the Library of California, and developing targeted materials for use with specific audiences.

In addition to working on the projects described above, the Committee has been asked to evaluate the role of the Board in promoting awareness of the Library of California, and identifying strategies and activities for further consideration.

**CURRENT ACTIVITIES:**

**Booth:** Staff is now collaborating with InfoPeople, who will be sharing a large space with the State Library, including availability of internet access. Staff has also begun working with the regional contacts group and Bureau Chiefs at the State Library to develop what information and programs will be featured, as well as materials to be displayed and distributed. Staff has also begun coordination of staffing the booth, which will be open throughout both conferences.

**Library of California publications and informational materials:** Bessie Condos Tichauer, Kathy Low, and Diana Paque have met to begin discussion on materials to revise or develop to publicize the Library of California. The majority of materials currently available predate the establishment of regional library networks, and do not provide current information on services or programs. In addition, few materials produced in the past were targeted at specific audiences. The exception was the series of information sheets that addressed the value of the Library of California to potential members.

Working from the array of past promotional materials, the group focussed on the brochure that contained insert sheets. This appears to be a likely first product to update because it has the potential of being used with a variety of audiences. The group identified several possible generic inserts that could be included in most brochures, including: general information and description, identification of regional library networks, services and

programs, and contacts for further information. Additional inserts could be provided to include: fact sheets for different audiences (now 8 ½x 11), membership criteria, specific regional network information, specific services being offered for specific audiences, other specific information for targeted groups. Inserts would be prepared so that they could be included in the folder, but would also be able to stand on their own if they were picked up separately.

The group identified the need for Board and field assistance with identifying potential audiences to be targeted and specific materials to use with each audience. In addition, if there are materials beyond the brochure that the Ad Hoc Committee believes would be useful, the group will begin to investigate how to produce them. The task group is seeking the Ad Hoc Committee's assistance on this part of development of promotional materials.

The group also recognized that there is no publication that provides an overview of the Library of California as did the 1996 background publication. While production of such a publication may not be the highest priority, the group saw the benefit of having a publication which provides background, history, current program information, and vision for the future. The group is seeking some guidance from the Committee on the potential for such a publication.

**Recommendation:**

Staff recommends developing targeted materials for use with specific audiences as well as creating a publication which documents the Library of California as a whole.

Relevant Committee: Ad Hoc Public Awareness  
Staff Liaison: Diana Paque